

ABSTRACT OF THE INVENTION

**DYNAMIC MAPPING OF TEXTURE MAPS ONTO
THREE DIMENSIONAL OBJECTS**

5

A method, system and computer readable medium for providing targeted advertising during execution of an application is described. A server system assembles an application including 3D objects and advertising texture maps directed towards a demographic. The application is then provided for download over a network to a client system, which belongs to the demographic. The client system then executes the application, which maps the texture maps onto the 3D objects during execution. The client system displays the 3D objects during execution of the application. The server system sends periodic updates consisting of texture maps to the client system. The client system maps the updated texture maps onto the 3D objects during execution.

10

15

230-A01-013